

VAN  
14-JUL-93

# MARLBORO PROMOTIONAL VANS

1993

## DESCRIPTION

401 MARLBORO PROMOTIONAL VANS (1/2 ADVENTURE TEAM 1/2 BILLY) SPREAD ACROSS THE COUNTRY IN HIGH VOLUME/TRAFFIC AREAS OFFERING:

- o FREE INCENTIVE ITEMS WITH PACK (70.0%)/CARTON (30.0%) PURCHASE
- o OPPORTUNITY TO GENERATE NAMES - SURVEY CARD

EACH VAN WILL EMPLOY 1.5 PART TIMERS (POWERFORCE) WORKING 8 HOURS PER DAY AT A RATE OF \$16.21 PER HOUR.

PROGRAM DURATION IS 5 MONTHS LONG BEGINNING MAY 1 AND ENDING IN SEPTEMBER.

GEAR TRUCK ROLL-OUT SCHEDULE:			VAN DAYS
PHASE I - FEB 22	10 TRUCKS (FLA & TEXAS)		500
PHASE II - MAR 15	49 TRUCKS - NATIONALLY		1,715
PHASE III - MAY 1	342 TRUCKS - NATIONALLY		44,110

	QTY	POS #	PO #	UNIT COST	AMOUNT	
<b>VANS</b>						
o VAN COSTS - CLOSE-END LEASE FOR 5 YEARS	401				\$2,150,000	CONTRACT W/GMC GREG TARRING'S GROUP
ANNUAL COST = 2,150,000						
NOTE: IF PROGRAM IS CANCELLED AFTER 1 YEAR, RETIREMENT COST = \$650,000						
ENHANCEMENTS: ADDED SPEAKERS AND BUMPERS 401 VANS @ \$300	401			300	\$40,100	ASSUME 1/3 CHARGED AGAINST 1993
CONVERT 1/2 THE VAN OVER TO ADVENTURE TEAM 200 VANS @ \$400	200			400	\$26,645	ASSUME 1/3 CHARGED AGAINST 1993
o OPERATING COST - TRUCKS GAS, MAINTANANCE, WASHING, STORAGE, PARKING, TOLLS	401				751,750 (A)	A CONTRACT WITH POWER FORCE TOTAL AMOUNT = \$11,376,500
E-MAIL COST					4,320	\$18.00 PER HOUR FOR 16 WEEKS (15-HOUR PER WEEK)
o CONTINGENCY/COLLUSION	400			1,000.00	400,000	
o KIOSK VAN PROMO MODEL	397		J13029	1,828.80	728,034	STRUCTURAL DISPLAY
	3		J13029	6,385.33	19,098	STRUCTURAL DISPLAY
ADDITIONAL ACCESSORIES: 50 COMPLETE KIOSK					205,000	
SHIPPING CHARGES					45,000	
GRAPHIC CHANGE (BILLY ==> ADVENTURE TEAM)					35,000	
<b>LABOR COST</b>						
o SALARIES 1.5 PER VEHICLE, 8 HOURS/DAY, \$16.21/HOUR, 23 WEEKS					8,947,920 (A)	CONTRACT WITH POWER FORCE
o EXPENSES (TRAVEL, TRAINING, LOADING)					1,011,875 (A)	CONTRACT WITH POWER FORCE
o ADMINISTRATIVE EXPENSES					664,855 (A)	CONTRACT WITH POWER FORCE
o UNIFORMS	1,500			100	150,000	
<b>LEO BURNETT ARTWORK ON ESTIMATE AS OF 07/09/93</b>						
MAR2002-93 VAN PROMOTION SELL SHEET PHASE 1	25,286					
MAR2008-93 VAN DEVELOPMENT PHASE 1 & 2	13,013					
MAR2011-93 VAN DEVELOPMENT PHASE 3	25,000					
MAR2013-93 VAN POS PHASE 1 & 2	50,541					
MAR2022-93 VAN PROMO SELL SHEET	6,969					
MAR2035-93 GEAR TRUCK INCREMENTAL	51,160					
OTHER - TBD	328,051					
	500,000				500,000	
<b>PERMANENT POS</b>						
STREET SIGN	500	68921	J13003	49.850	25,774	STOUT
PACK DISPLAY	600	68847	J13013	50.730	30,438	HENSCHEL STEINAU
ADDITIONAL HEADERS - PACK DISPLAY	200	68895	J13013	17.650	3,530	HENSCHEL STEINAU
CARTON DISPLAY	450	68862	J13013	57.730	25,979	HENSCHEL STEINAU
ADDITIONAL HEADERS - CARTON DISPLAY	200	68996	J13013	20.760	4,152	HENSCHEL STEINAU
ADDITIONAL CHARGES			J13013		6,500	HENSCHEL STEINAU
<b>SEMI-PERMANENT POS</b>						
TEMP POS KIT:	100,250					
5 WIDE B-HEADER		68780	N81929	0.147	18,202	MADDEN
WINDOW POSTER		68778	N81929	0.240	29,035	MADDEN
STATIC CLING		68779	N81929	1.788	185,884	MADDEN
CHANGE MAT		68846	N81929	1.700	177,976	MADDEN
CHANGE MAT INSERT		68920	N81929	0.212	24,638	MADDEN

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	QTY	POS #	PO #	UNIT COST	AMOUNT	
VAN MAILER INSERT - POSTCARD	100,250	68781	N81929	0.120	14,190	MADDEN
POST CARD ENVELOPE	100,250	68963	N81929	0.126	12,967	MADDEN
SELL SHEETS	110,000	68886	N81929	0.240	37,158	MADDEN
AD SLICK - ROP	20,500	68889	N81929	0.080	1,230	MADDEN
AD SLICK - FLYER	20,500	68890	N81929	0.060	1,230	MADDEN
ROP WARNING BOX	20,500	68893	N81929	0.060	1,230	MADDEN
FILM					135	MADDEN
VAN MAILING OF AD SLICKS & MGT MATERIALS	2,492		N81929	5.600	13,955	MADDEN
POSTAGE	2,492		N81929	3.192	7,954	MADDEN
PENNANT ROPE	2,000	68775	N81929	9.038	18,643	MADDEN
BANNER	2,000	68773	N81929	25.062	51,015	MADDEN
SMALL COUNTER BALANCE OVERLAYS	2,000	68884	N81929	8.495	17,275	MADDEN
LARGE COUNTER BALANCE OVERLAYS	2,000	68885	N81929	16.990	34,265	MADDEN
RE-ORDER						
PENNANT ROPE	200	68775	N82365	9.550	2,475	MADDEN
MARKET CHECK REPORT	1,000	70432	N82365	0.505	750	MADDEN
INCENTIVE MENU	12,500	70408	N82365	1.600	31,200	MADDEN
INCENTIVE MENU	5,000	70408	N82365	1.140	6,035	MADDEN
GEAR KITS - SELL SHEET	40,000	PRT-70409	N82365	0.098	3,920	MADDEN
GEAR KITS - SELL SHEET	80,000	70409	N82365	0.098	12,684	MADDEN
SMALL STARBURSTS	50,000	70469	N82365	0.185	9,545	MADDEN
GEAR RETAILER BUTTON	50,000	70411	N82365	0.200	10,280	MADDEN
VAN CREW BUTTON - ASK	4,500	70410	N82365	0.200	1,180	MADDEN
LARGE STARBURST	50,000	70470	N82365	0.375	18,750	MADDEN
COVER LETTER SELL SHEET	5,000		N82365			MADDEN
COVER LETTER	5,000		N82365			MADDEN
					96,819	
OTHER POS MATERIALS (PROVIDED BY LEO BURNETT):						
COLLECTION BOX					150,000	LEO BURNETT
SURVEY CARDS						
ENVELOPE						
PENCILS						
CLIPBOARD						
PADS	900,000			0.500	450,000	
GEAR CATALOG 2	4,500,000	69607	N81972	0.099	447,300	MADDEN
MAKE THE 1994 MAT TEAM	700,000			0.040	28,000	
TAKE ONE BOXES - MAKE THE TEAM	5,000			5.000	25,000	
PARTICIPATION FORM #2	110,000	68961	N81929	0.234	26,155	MADDEN
PREBOOK FORM #2	110,000	68962	N81929	0.189	21,140	MADDEN
RETAILER PARTICIPATION FORM	6,000	68785	N81750	0.468	2,808	GRAPHIC CONCEPTS
PREBOOK FORM - VAN	6,000	68784	N81750	0.498	2,988	GRAPHIC CONCEPTS
PLASTIC BAG	2,250,000	69006	N82086	0.036	80,438	REGAL DIV OF POLY
RETAILER OFFER TICKETS (100 PER PAD)	48,000	68883	N81929	0.875	42,540	MADDEN
STAMP - INK BOTTLE	800	68844	N81895	4.700	3,760	URBAN OFFICE SUPPLIES
"M" STAMP PAD	800	68844	N81895	6.510	5,208	URBAN OFFICE SUPPLIES
PROFESSIONAL SERVICES CLAIRE PERSON					83,300	
SPONSORSHIPS					50,000	
FAVORABLES					2,843,858	more added 2/95, etc
INCENTIVES					6,921,816	
SEE ATTACHED PAGE FOR INCENTIVES	4,048,828					
TOTAL PROMOTION COST					\$27,800,000	
LESS:						
NAME GENERATION (48,325 STORE DAYS * 100 * \$0.10)					4,832,500	
TOTAL COST LESS COUPONING & NAME GENERATION					\$22,967,500	
						UNITS MOVED
						PACK
						2-PK
						3-PK
						5-PK
						CARTON
						1-CTN
						2-CTN
						53,000
						89,701
						70,000
						73,780
						187,620
						464,101

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